



City of Cambridge

O-27.

IN CITY COUNCIL

March 19, 2001

COUNCILLOR DECKER

ORDERED: That the City Manager be and hereby is requested to ensure that information regarding career opportunities for residents and the top twenty-five employers be available at Career Source and all branch libraries in the City.

In City Council March 19, 2001.

Adopted by the affirmative vote of eight members.

Attest:- D. Margaret Drury, City Clerk.

A true copy;

ATTEST:-

A handwritten signature in cursive script, reading "D. Margaret Drury".

D. Margaret Drury
City Clerk

SEE COMMITTEE REPORT #2

Councillor Decker suggested that Mr. Makofske converse with Mr. Marshall to look at the sites Mr. Marshall has reviewed. She stated this is a function of a career development office. Mr. Makofske informed the Committee that currently there are two jobs vacant in the Web are of the MIS Department. The Web site will be reorganized, he said.

Councillor Davis asked Ms. Madden, Project Planner, CDD, if she was in contact with new businesses. Ms. Madden stated it would be great to offer these new businesses the use of the City's Web site. The business community needs to know that this is available.

Mr. Makofske stated that as many links as wanted could be added to the City's Web Page in response to an inquiry from Councillor Davis. Councillor Davis stated that the career service piece and links should be added and organized by industry. Non-profit organizations have difficulty advertising jobs, she said. Ms. Mintz asked if it is possible to see how many hits were made to the site. Mr. Makofske stated he could provide this information.

Councillor Davis asked the following:

- How does the city publicize employment information that is on the Web site;**
- How does the public become aware of this service; and**
- How does the city encourage the public to check the Web Page?**

Ms. Tomeu stated a promotion or a new release could achieve this. There was a news release in the Chronicle about the top twenty-five employers, she said.

Councillor Decker asked if there is a way to track people who go to unemployment who are Cambridge residents. Ms. Sue Walsh, Office of Workforce Development, responded that Career Source is unable to do this tracking. Councillor Decker asked where do people go to sign up for unemployment. Ms. Semonoff responded at Career Source. Councillor Decker stated this is the place where the information on jobs on the Web site should be readily available. Library branches should also have information about career opportunities in the City. She submitted the following motion:

ORDERED: That the City Manager be and hereby is requested to ensure that information regarding career opportunities for residents and the top twenty-five employers be available at Career Source and all branch libraries in the City.

The motion carried.

Councillor Davis stated that the promotion of the Web site can be used to promote jobs. Ms. Madden stated a marketing campaign could be done promoting small businesses and jobs.

Mr. Makofske stated that the reorganization of the Web site should be a two-phase operation.

Ms. Semonoff asked Mr. Makofske about on-line services and when these services will be available. Mr. Makofske stated an RFP (Request for Proposal) was put out by the City to bring e-government programs to the City. Ms. Madden asked what services does e-government cover. Mr. Makofske stated payment of motor vehicle excise tax, registering to vote, payment of various other fees amongst other features.

It was agreed that a small subcommittee comprised of Ms. Madden, Ms. Walsh, Ms. Mintz, Mr. Marshall and Mr. Makofske would meet on the reorganization of the Web site. Mr. Makofske stated that when the Project Manager is hired this person would do this work.

Councillor Davis submitted the following motion:

ORDERED: That the City Manager be and hereby is requested to report back to the Economic Development, Training and Employment Committee on expanding links to the Web Page and linking services.

The motion carried.

Mr. Makofske stated the importance to keep the information on the Web Page current. Ms. Tomeu stated she would be involved in the promotional process when the Project Manager is hired. Councillor Davis stated there needs to be a paper promotion of electronic material.

Ms. Tomeu stated that a policy needs to be established on what links are allowed.

Councillor Davis stated that a content editor is needed to be in charge of writing the new Web Page format. Mr. Makofske stated that the text is written and reviewed by the department and printed by MIS. Councillor Davis stated that text and content needs work. Mr. Makofske responded that the Project Manager will be responsible for developing a steering committee to work on this matter. Legal review needs to be received. Templates will be provided to the department. A lot can be done with this technology because it is flexible, he said.

Councillor Davis stated that the business community is missing from the table. She suggested inviting a member of the Chamber of Commerce and a member of the bio tech industry. The City needs to reach out to the business community to see how the City's Web site can be of benefit to this sector

The subcommittee, she said, can discuss the reorganization of Web Page. A report will be due back by the April 17th meeting. Business representatives will be invited.

The Committee proceeded to the discussion on Career Source.

Ms. Semonoff stated that when the State tracking system (MOSES) is updated it would be possible to track services for Cambridge residents to Cambridge employers. Career Source is stymied. It is working with an old list. Councillor Davis stated that the City needs to know when MOSES is up and running. Ms. Walsh stated she is on the board and will have this information when the system is running.

A discussion ensued regarding job fairs. Councillor Davis suggested a top twenty-five-employer job fair. Ms. Mintz stated that job candidates are needed. Councillor Davis inquired about first source hiring agreements. Ms. Semonoff stated there is a mismatch between people who are in need of a job and the jobs available.

Ms. Semonoff stated that more adult training is funded with state and federal funding. The City, she said, provides funding for Just-A-Start. There is state funding to upgrade existing employees. Not a huge number of employers apply for this funding.

Councillor Davis asked what are the training possibilities. Ms. Semonoff stated that this information could be provided for the meeting to be held in March. Mr. Marshall asked if there is any company in Cambridge who does in house training. Ms. Semonoff stated that the City runs Workplace Ed Program. It is an entry-level program where English language is a barrier. Applicants are paid for some of the hours worked and some hours worked are on the applicant's own time. Ms. Walsh informed the Committee that this program is funded for two more years.

A discussion ensued about the Economic Development Report. Ms. Madden stated 1,008 surveys were mailed to companies. The City received 125 responses representing a 10% return. The report will be ready in the spring. Councillor Davis stated that a meeting would be held in May on this matter.

Councillor Davis stated that the Committee should have a long-term goal, which includes citywide goals for career tracking for Cambridge high school students. A report should be issued by this Committee on what the Committee has learned so far and the future direction of the Committee. Councillor Davis stated a meeting would be held on this matter in June and widely advertised.

The discussion on the services offered by Bunker Hill Community College to Cambridge residents was postponed to the meeting to be held in March.

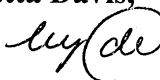
Councillor Davis submitted a memo that listed the tentative dates of the next four committee meetings. (ATTACHMENT A)

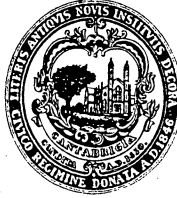
Councillor Davis thanked all attendees.

The meeting adjourned at 2:15 p. m.

For the Committee,



**Councillor Henrietta Davis,
Chair** 



CAMBRIDGE CITY COUNCIL

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Henrietta Davis
City Councillor

FEBRUARY 13, 2001

**TO: COUNCILOR MARJORIE C. DECKER
VICE MAYOR DAVID P. MAHER**

FROM: CONCILLOR HENRIETTA DAVIS

**SUBJECT: TENTATIVE FUTURE MEETINGS OF THE ECONOMIC
DEVELOPMENT, TRAINING AND EMPLOYMENT
COMMITTEE**

At the Economic Development, Training and Employment Committee meeting held on Tuesday, February 13, 2001 the following tentative schedule of future meetings was discussed:

<u>DATE</u>	<u>TIME</u>	<u>TOPIC OF DISCUSSION</u>
3/20/01 OR 3/27/01	12:30 p. m.	Training programs in the city
4/17/01	12:30 p.m.	Web site and long term planning for the Committee
May, 2001	to be announced	Economic Development Study Report
June, 2001	to be announced	Goal setting on future direction of the Committee.

The goal setting meeting in June will include a wide range of people involved in job training. I would like your input. Please provide me with the names of the people you would like to invite to this meeting. When the schedule is finally set you will receive notices. I hope that the dates and times will agree with your schedule.

Thank you for your kind attention in this matter.

cc: Councillor Davis, Chair

City of Cambridge

ECONOMIC DEVELOPMENT, TRAINING

AND EMPLOYMENT COMMITTEE MEMBERS

Councillor Henrietta Davis, Chair
Councillor Marjorie Decker
Vice Mayor David P. Maher

In City Council March 5, 2001

The Economic Development, Training and Employment Committee conducted a public meeting on Tuesday, February 13, 2001 at 12:45 p. m. in the Sullivan Chamber.

The purpose of the meeting was to discuss the City's Web site, to receive an update on services of Career Source and services offered to the residents by Bunker Hill Community College.

Present at the meeting were: Councillor Henrietta Davis, Chair of the Committee, Councillor Marjorie Decker, Ellen Semonoff, Deputy Director of Human Services, Sue Walsh and Susan Mintz, Office of Workforce Development, Elaine Madden, Project Planning, Community Development Department (CDD), Jason Marshall, Project Manager, Assistant to the Mayor, Tom Makofske, Director, MIS, Ini Tomeu, Public Information Officer and Donna P. Lopez, Deputy City Clerk.

Councillor Davis opened the meeting stated the purpose. She requested an overview on developments on the City's Web site. Mr. Marshall, Project Manager, Assistant to the Mayor, stated links on the Web site can be accessed from the City's Main Page and from Community Development Department. All open postings of city jobs and job opportunities for the top twenty-five employers are listed on the City's Web site. He suggested a further category break down. Categories such as:

- Job opportunities for Cambridge residents;
- The top twenty-five employers
- Employer services; and
- Other services.

He also suggested having a job bank.

Councillor Decker asked if other cities have this. Mr. Marshall responded in the affirmative. Phoenix, he said, has this service. Ms. Semonoff, Deputy Director of Human Services, asked if the City of Phoenix manages the job sites. Again Mr. Marshall responded in the affirmative. Mr. Makofske, MIS Director, explained to the Committee his surprise at the ease to post a GIS job. Resumes, he said, could be forwarded to the City electronically with an e-mail address.

Ms. Mintz stated that Mr. Marshall is suggesting reorganization of the Web Page and adding more links. This is not difficult, she said. Mr. Makofske agreed.

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Committee Report #2

Committee Report from Councillor
Henrietta Davis, Chair of the
Economic Development, Training,
and Employment Committee for a
meeting held on February 13, 2001
to discuss the City's Web site, to
receive an update on services of
Career Source and services offered
to the residents by Bunker Hill
Community College.

In City Council March 5, 2001

Meeting Cancelled
due to snowstorm
In City Council
March 19, 2001
Report accepted.
Order adopted